

MEMORANDUM

CRM/HILL

Strategic National Organizations--Water Resources
Market Segment

TO: Martin Nicholson/RDD
Gwen Buchholz/SFO
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Terry Foreman/TOO
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COPIES: Ted Way/SAC

FROM: Gary Nuss/SAC

DATE: March 16, 1998

RESPOND BY: April 13, 1998

At the recently completed WR Market Segment Team meeting in St. Louis, the topic of strategic national organizations and conferences was discussed by the MST. It was determined that additional information was necessary to define which national organizations and conferences should receive attention by the MST, in the way of focus and resources (budget allocations). You have been requested by the MST to prepare a brief perspective of a particular organization and/or conference so we can make a more informed decision regarding the allocation of focus and resources.

The key questions we would appreciate feedback from you are:

1. What is the primary focus of the organization? Who attends their conferences/meetings (typically—consultants, clients [types], academics, others)?
2. What role could we play at a national level... what would be the benefits of this role... what investment (time/money) is required to play at that level?
3. What are the costs of annual dues?
4. Who are the icon players within the organization? (industry, competition, academics...)
5. What national roles do we currently play in the organization (committee chairmen, Directors, etc)?

Please do not make this into a lengthy exercise. If we have selected correctly, you should already have some background information available to you. If not, and it appears to be a lengthy exercise to collect the information, please contact Gary Nuss so brainstorm other approaches to collect the information.

Your responses would be best utilized in a format that answers the major questions posed above. Provide amplifying comments to the extend you wish... web page linkages for individual research by the MST would be appreciated.

Thank you for your assistance in this important matter. If you have questions or pushback about this request, please contact Gary.

Initial Assignments for Data Gathering:

AWRA	Parkinson
ASCE	Nuss
NWRA	Ott/Nicholson
NAFSMA	Pasquel
APWA	Parkinson/Derry
Intl Congress on Irrigation/Drainage (ICID)	Nuss
Groundwater Management Districts Assoc	Sharp
National Hydropower Association	Dupuis
AWWA	Sharp/Brand
WEF	Buchholz
Interstate Council on Water Policy (ICWP)	Nuss
American Groundwater Trust	Foreman
Water Management Districts	???? (Nuss)
National Wildlife Federation	Freas
American Fisheries Society	Freas

Joint requests... please communicate together to generate information.